

62

[1958]

Ro

PAUL J. HOWARD'S

Spring Gardening

Your best assurance of glorious Roses is to plant Paul J. Howard's quality stock — heavy, well branched plants with vigorous root systems.

Paul J. Howard's selects only the finest varieties of our own creation, and those of leading rose breeders of the world, all tested and proved for your own garden.

LIBRARY
RECEIVED
★ MAR 11 1958
U. S. Department of Agriculture

FUSILIER



GOLD CUP

New All American Roses for 1958

Fusilier — AARS-1958. (P.A.F.) A brilliant new Floribunda with great clusters of flaming orange red buds and blooms. Flowers are flat, very double, with up to 40 ruffled petals and sweetly fragrant. Plant grows tall, with good healthy foliage and is always in bloom.
\$2.50

Gold Cup — AARS-1958. (P.A.F.) Clusters of very beautiful golden yellow roses, nonfading, of tea rose form and sweet fragrance. Plants grow 2½ to 3 feet tall, with ornamental glossy foliage.....\$2.50

White Knight — AARS-1958. (Pat. No. 1359.) This year's only Hybrid Tea All America Winner is a big pure white rose with long buds on long, strong canes. The broad petals of heavy texture never discolor. Plant is very vigorous, growing upright to a height of 3 feet or more, with strong canes and rich leathery foliage\$3.00



PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

11700 National Boulevard, Los Angeles 64, California
TEexas 0-2951 • GRanite 3-1171 • EXmont 7-2118

ROSES 1958 ALL AMERICAN



Our Famous California Rose along the Driveway at California Flowerland, covered with big coppery blooms until mid-winter.

- California.** (Pat. No. 449.) Each massive bush produces hundreds of big, coppery orange roses each season. Buds are vivid orange, foliage bronze green. Most outstanding of orange-toned roses, particularly fine in coastal areas where it blooms until Christmas.\$1.75
- Climbing California** each \$2.00
- California Tree Roses** each \$5.50

GRANDIFLORA ROSES

This new class of roses combines the beauty, size and lasting qualities of Hybrid Tea roses with the freedom of bloom and hardness of the Floribundas. Plants are tall growing, 3½ to 5 feet high, with exceptional vigor and as a rule, heavy, disease-resistant foliage. All have great value as landscape shrubs, in mass planting, for hedges, and produce great quantities of lovely blossoms for cutting.

- Buccaneer.** (Pat. No. 1119.) Brilliant, unfading yellow buds, and cup-shaped flowers of about 30 petals, fragrant and long lasting; blooms constantly\$2.50
- Carrousel.** (Pat. No. 1066.) One of the very best, with masses of velvety dark red roses, singly or in sprays, with long keeping qualities.\$2.00
- Montezuma.** (Pat. No. 1383.) A vivid new Grandiflora, with a profusion of beautiful shapely buds and large double roses of rich scarlet orange. Vigorous, bushy, thrives everywhere and blooms constantly.\$2.75
- Queen Elizabeth — AARS-1955.** (Pat. No. 1259.) The exquisite buds and blooms of soft carmine rose blended with down pink, are heavy petalled, delightfully fragrant, and are borne singly and in clusters on long, nearly thornless stems. A wonderful garden rose, equally fine as a cut flower.\$2.50

DORMANT ROSES

BUSH, CLIMBING AND TREE ROSES are available dormant, bare-root, from January to March 15. Early planting is most desirable. The price listed for each variety is for **bare-root Roses**. Free delivery in Southern California, of orders for bush and climbing roses, for \$5.00 or more. All others, please add 50c to each order to partially cover packing costs.

California orders please add 4% sales tax.

DISCOUNT ON QUANTITY

Orders for 3 or more of one variety, or 10 or more assorted varieties, bare-root, deduct 10%. There is a 10% discount on orders for 10 or more Tree Roses, one kind or assorted, bare-root or in containers.

PAUL J. HOWARD

Best for Southern California

Audie Murphy. (P.A.F.) A showy new rose of great beauty. Very long pointed buds and heavy petalled blooms of vivid currant red to cherry red, spicily fragrant, are produced singly or several to a stem, fine for cutting. Tall vigorous bush with dark bronze green foliage blooms constantly.\$2.75

Capistrano — AARS-1950. (Pat. No. 922.) Long stemmed buds and big blooms of glowing rose pink that does not fade or change, delightfully fragrant. Blooms constantly\$2.00

Charlotte Armstrong — AARS-1941. (Pat. No. 455.) Long carmine red buds open to big salmon-cerise roses of about 30 petals, on long stems. Plant grows tall and vigorous, with dark leathery leaves, nearly always in bloom. The brilliant color, fine form and fragrance make this rose one of the best.\$2.25

Christopher Stone. Velvety scarlet-crimson roses with damask fragrance, 30 petalled; fine bushy plant; good bloomer.\$1.50

Chrysler Imperial — AARS-1953. (Pat. No. 1167.) Long tapering buds of velvety maroon unfurl to beautiful high centered roses on stems of medium length. The open flowers are vivid crimson red, 4½ to 5 inches across, with 40 to 50 petals, long lasting. Bush is of medium height, compact and symmetrical, with healthy, dark green foliage.\$2.50

Etoile De Hollande. Dark red buds and glowing crimson blooms of delightful fragrance. Vigorous bush of medium size, fine foliage.\$1.50

Fort Knox. (Pat. Applied For.) A fine new Howard Rose with golden yellow double flowers of rich, heavy texture, non-fading and distinct fragrance. The strong upright plants grow 3 to 4 feet high, bloom freely and are covered with luxurious copper green foliage.\$2.25

Forty-Niner — AARS-1949. (Pat. No. 792.) Brilliant and showy, the outside of the petals chrome yellow, inside oriental to cherry red, of lovely form and fragrance. Vigorous plant with handsome foliage and few thorns.\$2.25

Frau Karl Druschki. Still one of the best white roses, with long pointed buds and waxy white blooms. Strong tall bush, thrives in all sections.\$1.50

Fred Edmunds — AARS-1944. (Pat. No. 731.) Burnt orange buds, very large cup-shaped roses with 25 to 30 petals, vivid coppery orange, intensely fragrant. Bush is of medium height, heavy shiny foliage.\$2.00

Fred Howard — AARS-1952. (Pat. No. 1006.) The last rose developed by the late Fred Howard, and named for him. Long yellow buds, pencilled pink, open to large graceful blooms, with 50 to 60 petals, deep yellow suffused with pink at edges; deeper in tone in cool weather, and richly fragrant. The tall, rugged bushes, with lustrous deep green foliage, bloom freely until late fall.\$2.00

Grande Duchesse Charlotte. (Pat. No. 774.) Long stemmed buds and double roses of rich Morocco red, changing to coral, with fruity fragrance; tall, vigorous bush.\$2.00

Heart's Desire — AARS-1940. (Pat. No. 501.) The rich deep red, non-fading, and true rose fragrance of this beautiful rose is not surpassed by any of the newer roses. Vigorous tall bush with luxuriant deep green foliage.\$1.75

Helen Traubel — AARS-1952. (Pat. No. 1028.) This beautiful pink rose varies in tone from soft pink to luminous apricot and rose. The long pointed buds and big, broad-petalled roses are long lasting, richly fragrant. Plants are vigorous, with heavy deep green foliage, and bloom freely.\$2.75

ESTABLISHED ROSES

For planting throughout the year, and when dormant roses are not available, we grow large showy bushes, in specially prepared soil, in 5-gallon tins. These superior big roses may be selected and planted out while in full bloom. Because of weight and bulk, these established roses are practical only for local truck delivery, or "Cash and Carry."

You can figure prices of Established Roses as follows:

BUSH ROSES established in 5-gallon tins, \$1.00 more than bare-root prices.

CLIMBING ROSES established and staked, each \$4.50

TREE ROSES in 5-gallon tins, staked, \$5.95.

Please add 4% Sales Tax to all Orders for California Delivery.

D'S BUSH ROSES

land Gardens

Henry Ford. (Pat. No. 1218.) This new Howard rose, the result of a cross between The Doctor and Pink Dawn, has long spiral buds and beautiful double, broad-petalled blooms of clear peach pink, intensely fragrant. The rugged bushes are free flowering, with heavy foliage. We consider this one of the finest pink roses.\$2.25

Isobel Harkness. (P.A.F.) An exciting new rose from England, with long tapering buds of deep yellow unfurl to large open roses of clear, unfading yellow. Bush is vigorous, well branched, with plenty of healthy dark green foliage.\$3.00

Las Vegas. (P.A.F.) Huge double, high-centered roses of warm salmon pink with golden sheen at base of petals, like the glow of a desert sunrise. The long-pointed buds and graceful blooms are produced on exceptionally long stems. Tall vigorous, well-branched plants with dark green foliage.\$2.50

Lowell Thomas — AARS-1944. (Pat. No. 595.) Tightly furled golden yellow buds, large graceful canary yellow blooms with tea fragrance; plant thrives everywhere.\$2.25

Mme. Henri Guillot. (Pat. No. 664.) One of the most richly colored roses; long buds and large open fragrant flowers of reddish orange to raspberry rose, on long strong stems. Big bushy plant with handsome foliage.\$1.75

Mojave — AARS-1954. (Pat. No. 1176.) The most brilliant orange colored rose yet introduced — glowing orange with tones of flame scarlet and vermilion, like a desert sunset. Long stemmed buds open to large, broad-petalled roses of pleasing fragrance. Bush is tall, vigorous.\$2.75

Olive Percival. (Pat. No. 944.) The National Teachers' Association has named Olive Percival as its own rose, and it was planted in the Rose Garden at the White House. Olive Percival is one of the most colorful and graceful of all roses for arrangements, and just as showy in the garden. Exquisite long buds of vivid cherry red, lovely semi-double flowers with thick petals, on long stems, are ideal for cutting. Vigorous, bushy plants are perfect for massing and for hedges.\$2.00

Mrs. E. P. Thom. An old favorite, with buds and double blooms of deep yellow; dark glossy foliage; blooms freely.\$1.50

Picture. One of the favorite pink roses, with beautifully formed buds and blooms of soft salmon pink; nearly everblooming.\$1.50

Peace. (Pat. No. 591.) Peace won the All-America award in 1946, and has been winning awards ever since, still one of the very finest roses. Rich yellow buds open to soft yellow roses of immense size, and petals edged with cerise pink. Roses are very double, high centered and long lasting, borne on strong stems. The handsome vigorous plants have shiny, almost holly-like foliage and bloom to late fall.\$2.50

President Eisenhower. (Pat. No. 1217.) A bright, true red rose with beautiful buds and double blooms of rich fragrance that keeps improving as the plant grows older; blooms freely, vigorous and dependable.\$2.25

President Herbert Hoover. Beautiful long buds of brick red, large double fragrant roses, a blend of scarlet, pink and orange yellow, on very long, strong stems. Tall vigorous bush, blooms continuously.\$1.50

San Fernando — AARS-1948. (Pat. No. 785.) Perfectly formed long buds, long lasting double roses of unfading currant red, spicily fragrant. Foliage is leathery deep green, disease resistant; bushy plant of medium size.\$1.75

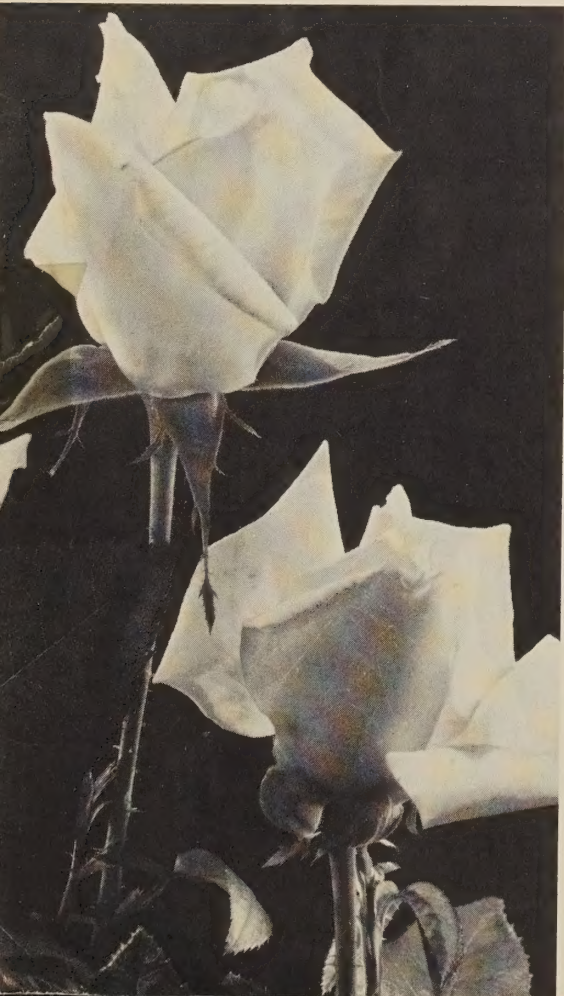
Santa Anita. (Pat. No. 539.) Long graceful buds and beautiful blooms of deep rose pink, on long, nearly thornless stems; richly fragrant; tall plant, deep green foliage.\$1.75

Sleigh Bells. (Pat. No. 1004.) Paul J. Howard's lovely white rose is one of America's favorites. Graceful buds on very long stems, open to fragrant big roses with 40 or more heavy petals. A tinge of pale lemon yellow adds life to the flowers, and in cool weather a pale rose flush appears on the outer petals. Tall, strong hardy bushes with leathery foliage, disease resistant, thrives in all areas, and often bloom until Christmas.\$2.00

Sun Valley. (Pat. No. 1135.) Big, full buds and large petalled blooms of true guinea gold are borne on tall straight stems, excellent for cutting. Holds its color better than most yellows. Shining dark green healthy foliage, on a tall plant.\$2.50

Sutter's Gold — AARS-1950. (Pat. No. 885.) An outstanding yellow rose with beautiful long buds shaded coppery red, opening to big fragrant blooms of deep yellow, shaded and veined coppery red. Tall vigorous plant with healthy glossy foliage, always in bloom.\$2.25

SLEIGH BELLS, PAUL J. HOWARD'S LOVELY WHITE ROSE



Talisman. An old favorite with lovely buds and roses of rose and gold; blooms constantly.\$1.50

Texas Centennial. (Pat. No. 162.) Long brick red buds and huge rosy carmine roses of rich fragrance, on very long strong stems. One of the most vigorous of all; blooms continuously.\$1.50

The Doctor. Immense, perfectly formed, fragrant double roses of silvery pink.\$1.75

Tiffany — AARS-1955. (Pat. No. 1304.) The long pointed buds are deep pink with golden yellow shading at base of petals, and open to perfectly formed double roses with petals of heavy texture rich phlox-pink in color. Flowers intensely fragrant, long-lasting, and are produced singly on long, strong stems. Plant grows 3 to 4 feet high, vigorous, with handsome deep green foliage.\$2.50

Tom Breneman. (Pat. No. 986.) A grand rose of great beauty and vigor. The long buds of coral rose open to big double roses resembling the famous American Beauty, of rich deep rose color and intense fragrance, and are borne on tall, strong stems. Long lasting when cut; bush blooms constantly, exceptionally fine in fall.\$2.00

Will Rogers. Darkest red of all, thrives best inland, richly fragrant.\$1.75

White Knight. See Cover Page.\$3.00

FINE NEW

FLORIBUNDA ROSES

Easter Parade. (Pat. No. 1200.) A top new Floribunda in the popular multicolor group. Dainty golden buds open to many petalled little roses with all colors at once — yellow, salmon, rose and light red blending and changing. The vigorous plant grows 2 to 3 ft. tall, with rich dark green foliage.\$2.00

Little Darling. (P.A.F.) One of the most beautiful and valuable Floribundas yet introduced — almost a perfect miniature PEACE. Buds and blossoms are produced in great clusters, open flowers are very double, high centered, with the same coloring as Peace, but intensified, brighter yellow with glowing pink and rose shading at edges of petals. Plants are tall, 3 to 5 ft. high, with rich leathery, dark green foliage, and always in bloom.\$2.00

Suzan Ball. Here is a Floribunda everyone will want to grow, a beautiful memorial to a wonderful personality. Medium size plants of great vigor and good habit produce long-stemmed clusters of large fragrant blooms and lovely buds, exquisite soft coral pink with salmon and gold shadings.\$2.25

PAUL J. HOWARD'S *Floribunda* Roses

Charlie McCarthy. Charming little white roses, dwarf, bushy plants, about 18 inches high, globular in shape, with shiny bright green foliage, resemble clipped boxwood. Miniature creamy white buds and pure white roses completely cover the plants until late fall.....\$1.75

Circus — AARS-1956. (Pat. No. 1382.) Buds of bright yellow and orange, urn-shaped, open to high centered roses of rich fragrance — yellow, buff, orange, changing to scarlet pink and red. The big clusters are borne on strong stems, and are long lasting. Compact bushy plant, to 2½ feet, with good dark green foliage.....\$2.50

Easter Parade. See Page 3.....\$2.00

Fashion — AARS-1950. (Pat. No. 789.) Sprays of charming fragrant small tea roses, coral pink overlaid with gold. Pointed buds are oriental red. Bushy plants, 3 feet tall, with good foliage.....\$2.00

Floradora. Very double cup-shaped fragrant roses, bright cinnebar red, in clusters. Vigorous bushy plant grows 3 to 4 feet tall, always in bloom; healthy leathery foliage.....\$1.50

Garnette. Clusters of perfectly formed roses of intense deep red, on smooth stems, will last a week when cut. Bushy plant, 18 inches high, with dark leathery foliage.....\$1.50

Gold Cup. See Page 1.....\$2.50

Goldilocks. (Pat. No. 672.) The best yellow Floribunda, with buds and double roses of rich golden yellow, 3 inches across. Vigorous plant, 2½ feet tall, blooms continuously.....\$1.75

Jiminy Cricket — AARS-1956. (Pat. No. 1346.) Buds of tangerine red open to coral orange semi-double roses that change to coral pink as they age; fragrant, long lasting, in big clusters. Fine tall bush, 3 to 4 feet, for hedges or solid beds. Foliage is glossy bronze green.....\$2.00

Lilibet — AARS-1954. (Pat. No. 1209.) Exquisite in form and coloring, the perfectly formed little buds of dawn pink open to charming very double small roses of soft cream pink with darker shadings. Flower clusters of 3 to 10 blooms are produced in long sprays, on compact bushy plants, 2 to 3 feet tall. Vigorous, healthy; blooms especially well in fall.....\$2.00

Little Darling. See Page 3.....\$2.00

Margo Koster. An old favorite, with large clusters of small double orange-red roses. Dwarf hardy plant.....\$1.50

Pinkie — AARS-1948. (Pat. No. 712.) Pretty little buds and semi-double open roses of bright rose pink, in big clusters, cover the low bushes all season.....\$2.00

Pink Rosette. (Pat. No. 902.) Beautifully formed symmetrical double little roses of bright pink, in open sprays; vigorous plants, 3 feet tall, with heavy foliage.....\$1.50

Red Pinocchio. (Pat. No. 812.) Large clusters of deep velvety red double roses; 3 feet.....\$1.75

Rosenelfe. Miniature pink buds and beautifully formed roses, two inches across, are produced in big open sprays, long lasting when cut. Vigorous hardy plant, 3 feet tall; thrives everywhere.....\$1.50

Spartan. (Pat. No. 1357.) Another brilliant Floribunda with burnt-orange buds and flowers of orange red shaded with coral. Vigorous, free flowering.....\$2.75

Suzan Ball. See Page 3.....\$2.25

White Bouquet — AARS-1957. (Pat. No. 1415.) A lovely new white Floribunda, with double, gardenia-like fragrant flowers in clusters; lustrous deep green foliage.....\$2.50

Vogue — AARS-1952. (Pat. No. 926.) A unique Floribunda, with flowers of Hybrid Tea type borne in clusters; the dark red buds open to high centered double rose blooms flushed with salmon, with spicy fragrance. Plants are bushy, 2½ to 3 feet high, with dark green foliage.....\$2.00

SPECIAL DISCOUNT ON FLORIBUNDA ROSES

Buy 25 or more of any ONE Floribunda — deduct 20%. For instance, if you want to plant a bed or border of 25 or more Floribundas they will cost you just \$1.60 each, instead of \$2.00. You'll want to plant more Floribundas for a mass display from spring to fall.

California Flowerland Tree Roses

Paul J. Howard's Tree Roses have symmetrical, well branched crowns, budded on strong straight stems, 38 inches from the ground, and extra heavy root systems. Varieties are selected for good growing habit and abundant bloom.

Pink Shades

Helen Traubel
J. Otto Thilow

White

Sleigh Bells

Vari-Colored

President Hoover

Red Shades

Carrousel (Fl.)
Charlotte Armstrong
Chrysler Imperial
Etoile de Hollande
Heart's Desire
Montezuma
Olive Percival
Texas Centennial

Yellow and Orange

California
Mrs. E. P. Thom
Peace
Sutter's Gold

PRICES OF TREE ROSES

Established Tree Roses, in containers, staked, each \$5.95, available for local delivery only.

10% discount on orders for 10 or more Tree Roses, one kind or assorted varieties.

All Tree Roses sent at purchaser's expense, charges collect, outside our local delivery zone. Please add \$1.50 to each Tree Rose for packing.



PAUL J. HOWARD'S *Choice Flower Seeds*

Novelties and Specialties

All Flower Seeds sent postpaid in United States

Please add 4% Sales Tax to all orders for California Delivery or Shipment.

ASTERS

- Bouquet.** Plants make attractive bouquet with clusters of quilled double flowers. **Crimson, Rose, Peach Pink, Blue, Purple, White.**..... Pkt. 25c, 5 pkts. for \$1.00
- Giant Crego Wilt Resistant.** Flame Blue, Crimson, Peach Blossom Pink, Shell Pink, Deep Rose, Royal Purple, White, and Mixed Colors..... Pkt. 25c, 5 pkts. for \$1.00
- Kirkwell Dwarf Asters.** Plants only 6 inches high, covered with double ball-shaped blooms, ideal for pots, low borders. **Blue, White, Pink and Mixed Colors.**..... Pkt. 50c
- Giant California Sunshine.** Tufted yellow center, broad outer petals. **Mixed Colors.**..... Pkt. 25c
- Single Giant Asters.** **Mixed Colors.**..... Pkt. 25c

BELLS OF IRELAND. Long curving spikes of green bell-shaped flowers. Sow in full sun, sandy soil when weather is warm. Pkt. 35c

CARNATION — Chabaud Perpetual Flowering Giants. Large double fragrant blooms on bushy plants — **Cardinal Red, Rose, Flesh Pink, Orange Sherbet — orange apricot flushed scarlet, Yellow, White, Mixed Colors.**..... Pkt. 25c, 5 pkts. for \$1.00

COSMOS — Early Sensation. Pink, White, Red, Mixed Colors..... Pkt. 25c

COSMOS — Crested, Mixed Colors...... Pkt. 25c

DAHLIA — Dwarf Unwin Hybrids. Brilliant colors, Double and Single, in mixture, for bedding and cutting. Pkt. 25c

DELPHINIUM

Pacific Giant Strain. **Black Knight** — deepest blue; **Blue Bird** — bright blue, white bee; **Blue Jay** — blue, dark bee; **Cameliard** — lavender and rose; **Galahad** — white; **Guinevere** — pinkish lavender; **King Arthur** — royal violet, white bee; **Summer Skies** — light blue, white bee; **Round Table** — mixture of all varieties..... Pkt. 35c

GOMPHRENA. Dwarf everlasting, clover-like blooms. **Cissy** — white; **Buddy** — purple..... Pkt. 25c

LOBELIA — Rosamond New violet rose, white eye..... Pkt. 35c

NASTURTIUMS

Double Gleam Hybrids. Semi-Trailing. **Golden, Orange, Salmon, Scarlet, Moon Gleam** (pale yellow) and **Mixed Colors.**..... Pkt. 25c, oz. 50c

Double Gem. Dwarf, only 12 inches high. **Golden Globe, Scarlet Globe, Orange, Mahogany, Ruby Red, and Mixed Colors.**..... Pkt. 25c, oz. 50c

Single Dwarf or Tall, Mixed Colors...... Pkt. 25c, oz. 40c

SWEET WILLIAM — New Dwarf Wee Willie. Compact, ultra dwarf plants, only 4 to 6 inches high, blooming when only 2 inches tall. Large flowers, zoned and edged, crimson, ruby, rose pink and white..... Pkt. 35c

SWEET ALYSSUM — Snow Cloth. Pure white, 3 inches high..... Pkt. 25c, ½ oz. \$1.05, oz. \$1.90, ¼ lb. \$5.00

SWEET ALYSSUM — Royal Carpet. Deep violet, spreading plants 4 inches high. Pkt. 25c, ¼ oz. \$1.65, ½ oz. \$3.00, oz. \$5.00

CUTHBERTSON SWEET PEAS

Best for summer planting, vigorous, heat resistant, big colorful blooms on long, strong stems.....

Pkt. 25c, 5 pkts. for \$1.00, oz. 65c, ¼ lb. \$1.75, lb. \$6.50

Note: One packet of seed will plant 10 ft. of row, an ounce to 35 ft.

Billy — light carmine

Connie — chamois

Danny — dark blue

David — rosy crimson

Frances — salmon and cream

Helen — blush pink

Jennie — white

Jessie — mauve lilac

Katie — cream pink and rose

Kenneth — crimson

Liza — maroon

Lois — rose pink

Mac — purple maroon

Tommy — blue

MARIGOLDS

New Petite Extra Dwarf Double French — AAS-1958. Plants have uniform height of 5 to 6 inches, spread of 10 inches, splendid for edgings, borders.

Petite Harmony — deep mahogany with gold crested center. **Petite Orange and Petite Gold.**..... Pkt. 35c

Dwarf French Double, Rusty Red. Large double flowers on 12-inch plants. Pkt. 25c

Crackerjack. Huge double ruffled flowers on compact plants, shades of yellow, gold and orange, in mixture..... Pkt. 25c

Fluffy Ruffles. Large lacy double golden yellow blooms, early..... Pkt. 25c

Man in the Moon. Giant carnation type, palest yellow..... Pkt. 25c

PHLOX

New Sparkle Strain — very dwarf, compact plants, about 10 inches high, covered with big florets all season. **Crystal** — white; **Delight** — coral pink and salmon shades; **Sparkle** — scarlet, white eye; and **Sparkle Hybrids**, all colors mixed..... Pkt. 25c, 5 pkts for \$1.00

Phlox Fairyland. Globe shaped dwarf plants, bright colors in mixture, many with white eye..... Pkt. 25c

PETUNIAS

Maytime — AAS-1958. F 1 Hybrid, Grandiflora type flowers with ruffled edges, soft salmon pink with deep rose veins, vigorous, free blooming, spreading plants grow 12 inches tall..... Pkt. 50c

Red Satin — AAS-1957. Hybrid Multiflora, masses of bright red blooms cover the dwarf plants..... Pkt. 50c

Peach Satin. Warm salmon pink flowers..... Pkt. 50c

Pink Satin. New brilliant rose pink on bushy plants..... Pkt. 50c

1 pkt. each the above "Satin" Petunias for..... \$1.35

Blue Lustre. Finest clear violet blue petunia, large ruffled blooms, freely produced on dwarf spreading plants all season..... Pkt. 50c

Carnival. Fine mixture of all shades of Grandiflora types, many waved and ruffled..... Pkt. 35c

Fire Dance — AAS-1956. Large fringed blooms of tango-red with yellow throat. Pkt. 35c

Dwarf Giants of California, Ramona Strain. Huge ruffled and frilled blooms, richest petunia shades, light and dark, on dwarf plants, free flowering. Pkt. 50c

Colorama. F2 Hybrid Nana Compacta strain, uniformly dwarf, with large blooms 2½ to 3 inches across in a showy blend of colors. Ideal for massing. Pkt. 35c

Dwarf Bedding Petunias. Nana compacta. **Rosy Morn** — rose pink; **Silver Blue** — light blue; **Snow Queen** — white; **Mixed Colors.**..... Pkt. 25c

Sky Chief. New Nana Compacta type with large clear blue flowers, heat resistant..... Pkt. 35c

ZINNIA

Miss Universe. Huge double flowers, all shades of gold, orange, red, pastel pinks, white, cream, bicolors, in mixture. Bushy plants 18 to 24 inches high, heat resistant..... Pkt. 35c

Pride of Dieldrin. New giant cactus flowered strain, with twisted petals, golden orange to flame scarlet at center; free flowering..... Pkt. 35c

Shades of Rose. Beautiful big blooms with thick velvety petals, salmon pink, rose, cerise to cherry red. Massive 3 ft. plants..... Pkt. 35c

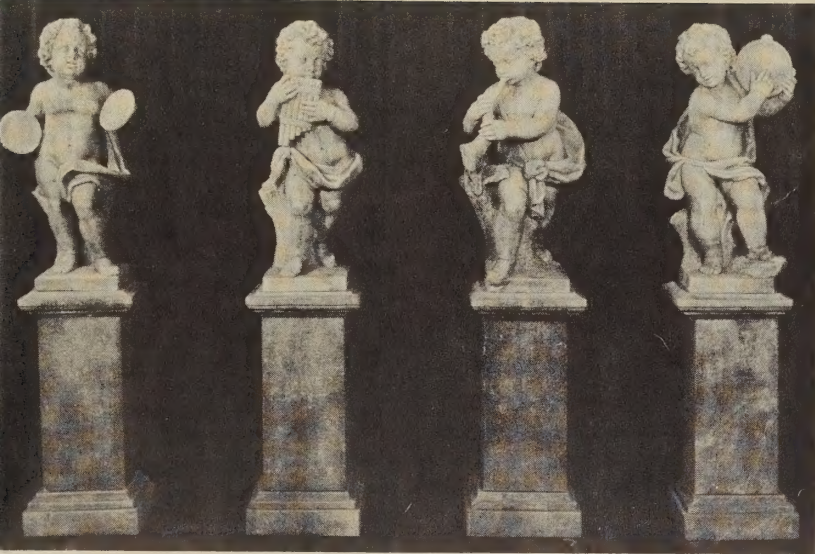
Ice Cream. Giant double cactus type, quilled petals of true cream color..... Pkt. 35c

Ortho Polka. Large double blooms in striped combinations, all colors; compact, vigorous plants..... Pkt. 25c

Dahlia Flowered Zinnias — Giant Double. **Cherry Rose, Dream** — lavender; **Exquisite** — pink; **Golden State, Luminosa** — salmon rose; **Polar Bear** — white; **Will Rogers** — crimson red; **Mixed Colors.** Pkt. 25c, 5 pkts. for \$1.00

Liliput Zinnias. Miniature double flowers, **Pink, Red, White, Yellow.**..... Pkt. 25c, 5 pkts. for \$1.00

From PAUL J. HOWARD'S



Sculptored Garden Figures. Morseletto stone figures from Italy, all hand sculptured. Figures shown are the Four Seasons — 32 inches high exclusive of pedestals. These are only 4 selections from our fine assortment of ornamental garden statuary. New shipments periodically from abroad. Four Seasons—**\$135.00 ea.**

Marine Rose Globe. A favorite gift year after year. Holds one to three blossoms in 6-inch clear crystal globe. Blossoms will last 2 to 3 weeks in water. Wonderful for Easter, Mother's Day. Order several. Special Price...
\$1.95



"Buttercup Garden Light". Use light to illuminate your garden steps for safety. Locate it in the center of a small flower bed or along the garden path. Uses 60 watt bulb, 30 in. in height. Shade in golden yellow or forest green...
Each \$14.50



POPULAR PATIO AND BARBECUE ITEM

The Serva Dish. Attractive metal tray with disposable paper compartment refills. For outdoor and indoor use — picnics, barbecues, sick-room, TV suppers, in fact all informal meals. (Not shown).....**Trays, 50c each, Refills — pkg. of 20, 98c**

Decorated Flower Pots. Here are just a few varieties of pots from our vast collection — imports from France, Italy and England, as well as many California ones. Style, color and size to fill every decor or need. Pots shown: White with turquoise and white swag, 12 inches wide, **\$21.50**. Roman stripes, assorted sizes from 3 inches to 6 inches, **\$1.50 to \$2.25**. White Italian urn with applied colored fruit, 10 inches high.....**\$21.00**

Also for Patio and Garden Decoration. Terra Cotta, Glazed and Unglazed Pots, Redwood Planters and Pots, in many sizes.

Please add 4% Sales Tax to all Orders for California Delivery.



Black Iron Gate Light. Fine electric patio, porch or gate light in black wrought iron, with frosted glass and brass trim. Excellent accessory for ranch home or town house. Overall dimensions, 16"x8"
Each \$4.95

TRUE TEMPER GARDEN TOOLS

Rakes **\$3.85**
3-Prong Cultivators **3.25**
Long Handle Fork **4.50**
Lawn Edger **3.45**
Spades, Shovel **from 3.35 up**

Lightweight easy-to-handle KORO-SEAL HOSE by Goodrich—King Size
—full 5/8 in..... **25 ft. \$5.25**
50 ft. **\$9.95**, 75 ft. **\$11.35**



Gift and Garden Shop



The Drum — an Ice Bucket. Fibreglass insulated ice bucket in two handy sizes, 1-gallon and 4-gallon. Will keep things cold or hot for hours — so handy for picnics, motoring, boating and fishing, beach parties, and many home uses.

1-gal. size \$3.50, 4-gal. size \$12.00

Recommended SUNSET BOOKS

Western Gardening Book.....	\$2.95
How to Grow Camellias.....	1.75
How to Grow Roses.....	1.50
How to Grow African Violets.....	1.50
Pruning Handbook.....	1.50
Seasonal Garden Guide & Record Book.....	1.00
Landscaping for Western Living.....	2.00
How to Install and Care for Your Lawn.....	1.00
Walls, Walks, Patio Floors.....	1.50
How to Build Fences and Gates.....	1.50
How to Build Patio Roofs.....	1.50
Cooking with a Foreign Accent.....	1.00

California Flowerland Tuberous Begonias

These California Flowerland Hybrids are famous for their size, colors, form and substance — the most gorgeous flowers you can grow, in pots or shade garden. Plant some of these Super-Size Tubers now — you'll see the difference. All types, 3 for \$1.50, dozen \$5.00

DOUBLE CAMELLIA FLOWERED

Largest and most popular of the double types, with massive blooms 5 to 8 inches across, resembling big double roses or camellias in form and color. Pink, Rose, American Beauty Rose, Dark Red, Scarlet, Apricot, Salmon, Orange, Yellow, White.

DOUBLE PICOTEE

Of lovely rose form, but slightly smaller, with two-toned combinations of colors and contrasting edge. Apricot, Pink, Rose, Red, Salmon.

HANGING BASKET BEGONIAS

(Lloyd Type)

Vigorous plants produce masses of double blooms in pendant clusters, excellent for baskets, wall planters, flowering for many months. Pink, Rose, Salmon, Scarlet, Orange, Yellow, White.

MULTIFLORA BEGONIAS

Most free flowering of all, bearing clusters of small double flowers on erect plants, in an interesting range of colors: Pink, Scarlet, Apricot, Yellow, White.

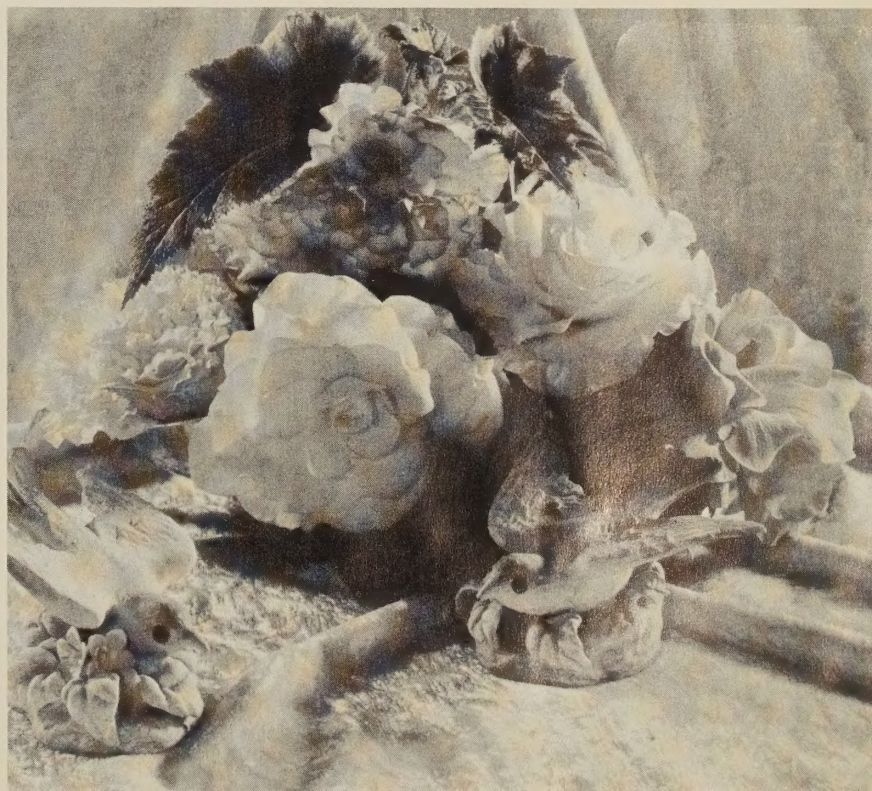
SHOWY GLOXINIAS

Fine pot plants with clusters of immense bell-shaped blooms of vivid colors and large velvety leaves. Top size bulbs of finest hybrids: Blue Heaven — lavender blue, Emperor Frederick — scarlet, white edge, Emperor William — violet, white edge, Kiss of Fire — scarlet, Pink Edge — white with pink border, Salmon Rose, Star Dust — Burgundy red. 3 for \$1.50, dozen \$5.00
Tigrnia Hybrids. Blue, Lavender, Pink, Rose, Scarlet, spotted and marked. Huge Bulbs. Each 75c, Dozen \$7.50

DOUBLE RUFFLED

Sometimes called Carnation type, beautiful flowers with petals frilled and fringed. Bushy, strong plants, especially fine for bedding and pot culture. Pink, Rose, American Beauty, Dark Red, Scarlet, Apricot, Salmon, Orange, Yellow, White.

TUBEROUS BEGONIAS — WONDERFUL SHADE PLANTS —
EXQUISITE CUT FLOWERS



PAUL J. HOWARD'S

Climbing Roses

Plant Climbing Roses for luxuriant beauty and bloom the year around, on fences, walls, porches, pergolas.

Cl. Belle of Portugal. The popular winter blooming climber, with beautiful long buds and broad-petalled roses of pale salmon pink. \$1.75

Cl. California. (Pat. No. 1136.) Paul J. Howard's wonderful golden orange rose in climbing form, just as vigorous and even more free flowering than the famous bush rose; exceptionally fine in coastal areas. \$2.00

Cl. Charlotte Armstrong. (Pat. No. 523.) One of America's top roses in climbing form, with the same vigor, the same lovely buds and roses of brilliant cerise red, as the bush rose. \$2.50

Cl. Chrysler Imperial. Now — the handsome All-America red rose in climbing form. Vigorous canes are loaded with beautiful big buds and fragrant red blooms on stems of medium length; deep green, disease-free foliage. \$2.75

Cl. Descanso Pillar. (Pat. No. 943.) Showy pillar rose with tall branches of exceptional vigor that need no support. Luxuriant deep green foliage, disease resistant. High centered double roses of great size, are clear, deep rose pink, sweetly fragrant, and very long stems, often in clusters. Blooms continuously. \$2.25

Cl. Etoile De Hollande. Just as fine and as popular as the bush rose, double rich deep red roses, one of the very best. \$1.75

Cl. Floradora. One of the showiest climbing roses, with clusters of double cup-shaped roses, cinnebar red; vigorous, fine foliage, always in bloom. \$2.00

Cl. Forty-Niner. (Pat. No. 1094.) This showy multicolor rose in climbing form; fragrant double blooms are oriental red inside, chrome yellow outside; vigorous grower with fine foliage. \$2.50

Cl. Fred Howard. (Pat. No. 1417.) A valuable addition to the list of yellow climbing roses; lovely golden yellow blooms on long stems; extremely vigorous and free flowering. \$2.50

Golden Showers — AARS-1957. (Pat. No. 1557.) This spectacular new rose may be grown as a climber, or as a tall pillar, without support, or as a big, luxuriant bush. Plants are extremely vigorous, hardy, disease resistant, and the husky canes, almost thornless, are clothed clear to the ground with glossy deep green foliage. Long pointed buds, fragrant high-centered roses with 25 to 30 petals, are bright daffodil yellow, on long stems, produced from early spring until late fall. \$2.75

Cl. Gold Rush. One of the very best yellow climbing roses, glossy foliage. \$2.00

Cl. Heart's Desire. (Pat. No. 663.) Fragrant big deep red roses; vigorous plant. \$1.75

Cl. High Noon — AARS-1948. (Pat. No. 704.) Bright yellow buds and semi-double roses, nearly thornless, on long stems. Exceptionally good where an easily controlled climber is desired; grows 8 to 10 feet high. \$2.50

Cl. Kaiserin Augusta Viktoria. An old favorite, big double white flowers, slightly tinged lemon yellow at center; deep green foliage. \$1.75



CLIMBING ROSES FOR SPECTACULAR EFFECT ON FENCES, WALLS, PERGOLAS — AND QUANTITIES OF CUT FLOWERS.

Paul's Scarlet Climber. Big showy clusters of semi-double roses, vivid, unfading scarlet. \$1.50

Cl. Peace. (Pat. No. 932.) The huge yellow roses, edged cerise, are produced even more freely on the climber than on bush. \$2.50

Cl. President Herbert Hoover. Brilliant long stemmed roses of rose, gold and red; vigorous, always in bloom. \$1.75

Cl. Queen Elizabeth. (P.A.F.) Climbing form of the popular All-America Grandiflora rose. Exquisite rose pink buds and blooms singly and in clusters, on nearly thornless stems, make this one of the best of all pink climbing roses. \$2.75

Cl. San Fernando. (Pat No. 1123.) Long lasting fragrant double buds and blooms of bright currant red; healthy, bushy climber with leathery deep green foliage. \$2.00

Cl. Santa Anita. (Pat. No. 834.) Beautifully formed buds and blooms, deep rose pink; nearly thornless, fine foliage. \$1.75

Cl. Sutter's Gold. (Pat. No. 1185.) This grand deep yellow rose, with veining and shading of coppery red, is a valuable addition to a list of yellow climbing roses. Vigorous, free flowering, with beautiful glossy foliage. \$2.50

Cl. Talisman. Still one of the best, with fragrant rose and gold buds and blooms. \$1.75

Cl. Texas Centennial. (Pat. No. 565.) Long stemmed brick red buds and roses, carmine to deep pink, of immense size and intense fragrance. Will cover large areas. \$2.50

Cl. Ville De Paris. Long popular as one of the best yellow roses. \$1.75

ESTABLISHED CLIMBING ROSES Planted in specially prepared soil, staked, in 5-gallon tins, ready to establish and bloom this season. All Varieties. each \$4.50

U. S. DEPARTMENT OF AGRICULTURE
LIBRARY
WASHINGTON 25, D. C.
OFFICIAL BUSINESS
PRINTED MATTER

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)

PAUL J. HOWARD'S
California Flowerland
11700 National Boulevard
Los Angeles 64, California

BIBLIOGRAPHY DIVISION
LIBRARY, U. S. DEPT. OF AGRICULTURE
WASHINGTON 25, D. C.

RETURN POSTAGE GUARANTEED

